

APR 7 1975

The Socioeconomic Magazine of the American Medical Association

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Chicago, Illinois 60610
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April 3, 1975

Joshua Lederberg, Ph.D.
Professor of Genetics
Stanford University Medical Center
Stanford, California 94305

Dear Dr. Lederberg:

Thank you so much for your very kind letter of March 21st and the article outline you so thoughtfully sent along with it. I was extremely pleased to know that you are agreeable to our proposal for an article, and I hope you will forgive my delay in getting back to you about this matter. I was away on a brief vacation, and that accounts for the delay.

We have gone over your outline very carefully, and I attach hereto a memorandum about it from one of our senior editors to me. I also attach a xerox copy of your outline with certain portions marked in red ink.

In assessing your material, it seemed to us that the marked portions of the outline are the ones on which your article should focus. As you know, this matter of focus is particularly important when an article must be confined to 3,000 words, as in the present instance. Sharpness of focus, and a clear and forceful author viewpoint, are what give a magazine article sharpness and force.

I mention all this merely by way of indicating our editorial outlook here at Prism.

It seems to me that your article might begin by stating that science currently stands at an unusually important crossroad regarding future research for the reasons given in your outline. Because the social climate is what it is at the present time, any research safeguards that are instituted will have to be very carefully thought out.

Having set the framework for the article in somewhat the manner indicated above, the article would then move on into the areas covered in your outline. You asked in your letter whether we might give you a little additional space, and as indicated above, you could count on 3,000 words. I am afraid, however, that we could not go much beyond that length.

I do not recall off-hand what deadline we may have discussed previously, but if you could aim for a delivery date of May 15th, that would be good. Before closing,



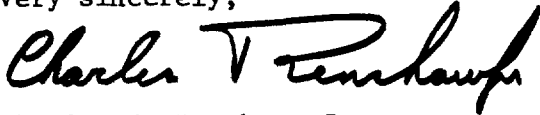
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Joshua Lederberg, Ph.D.

let me say again how very much we appreciate your interest and cooperation in this important editorial project and how much we look forward to working with you on it.

With all good wishes,

Very sincerely,

A handwritten signature in cursive script, reading "Charles C. Renshaw, Jr.".

Charles C. Renshaw, Jr.
Editor
Prism Magazine

CCR:iem
Encs.